

FRAMING ANALYSIS OF REPORTING OF THE CITAYAM FASHION WEEK PHENOMENA IN ONLINE MEDIA REPUBLIKA.CO.ID AND VIVA.CO.ID

(Robert N. Entman's Framing Model Analysis)

Tiya Andriyani¹ Andhita Risko Faristiana²

^{1,2} Ponorogo State Islamic Institute (IAIN).

tiyaandriyani20@gmail.com

Abstract :Online media is a tool to get information or news for people in the current era of information and communication technology. This study examines and discusses how the online media Republika.co.id and VIVA.co.id analyze framing based on Robert's framing discourse structure. N. Entmant in reporting on the "Citayam Fashion Week Phenomenon" Both online media were chosen because the two media are well-known media and have high news credibility and have different ideologies. The purpose of this study is to describe how the two media construct and frame the Citayam Fashion Week phenomenon using the framing element of Robert N. Entmant. This type of research is descriptive-comparative with a qualitative approach. The data collection technique used is documentation. The data analysis technique used is the Robert N. Entmant framing analysis model. The results of this study are the elements of Define Problems, Diagnose Causes, Make Moral Judgments and Treatment Recommendations, presented by Republika.co.id tend to write and highlight statements and actions carried out by sources from Republika.co.id itself. Furthermore, in the Define Problems, Diagnose Causes, Make Moral Judgment and Treatment Recommendation elements, which are presented by VIVA.co.id, they tend to write about things that are against the Citayam Fashion Week phenomenon. Furthermore, for a comparison of the framing of the two media, when viewed through news authorship, Republika.co.

Keywords:*Framing, News, Citayam Fashion Week Phenomenon*

INTRODUCTION

The media contributes to society by offering various topics of conversation as communication material that can be used when engaging in social interaction, so that from this the mass media indirectly facilitates the process of communication and social interaction in society.(Abdullah.)In terms of meaning, the mass media is a tool or way to spread news content, opinions, comments, entertainment and so on. Mass media is described as a medium of mass

communication, dissemination of mass information and accessible to a wide audience.¹From the statement above, it can be concluded that mass media is a tool or medium that facilitates the transfer of messages, ideas and concepts from the communicator (source) to the communicant (recipient) through mechanical communication media, such as newspapers, films, radio, television and new media, namely Internet.(Kriyantono, 2013)The purpose of the mass media itself is to provide information, entertain, and foster a sense of trust and behavior that will help the media become part of the wider society (Ido, 2021)²According to Mc Luhan and Quentin Fiore's statement, the media has influenced norms and behavior, both consciously and unconsciously. This illustrates how closely society and the media are intertwined and how the media has grown to become an inseparable part of people's social life.³

Social media which is part of the mass media has a greater possibility of diverting public attention than other types of mass media.⁴Social media is a form of the latest advances in information and communication technology. The new internet-based web platform requires easy communication, participation, sharing and the creation of online networks that allow users to publish their own works. The existence of social media as a form of mass media shows how information and communication technology has penetrated all aspects of human life in the context of fostering social relations.⁵Compared to conventional media networks, information distribution networks through the internet infrastructure are more practical, broad and even global. Information about distribution patterns also differs due to the social software or social tools that generate multiple types. Social media is growing fast and impacting every industry, including journalism.

Social media is used by journalists as a source of information or reference as well as a means of spreading information widely.⁶One of the news that appears on online news portals as a result of the production of online journalism activities and has gone viral for some time is news related to the Citayam Fashion Week phenomenon. The fashion show action at the zebra crossing in the Dukuh Atas area, Central Jakarta is an activity of this Citayam Fashion Week. Models strut across the street wearing their signature clothes, just like Paris Fashion Week(A special fashion event that is held in the city of Paris, France twice a year, while the official French

¹ Dedi Kusuma Habibie, "Dwi Function of Mass Media," *Journal of Communication Studies* Vol.7, No. 2 (December 2018), 79.

² Hadi Prijana Ido, *Mass Communication* (Pasuruan: CV. Qiara Media Publisher, 2021), 111.

³ Khusnul Khatimah, "Position and Role of Media in Community Life," *Tsamuh Journal* Vol.16, No. 1 (December 2018), 121.

⁴ Khatimah, 121.

⁵ Wira Respati, "Mass Media Transformation Towards the Information Society Era in Indonesia," *HUMANIORA Journal* Vol.5, no. 1 (April 2014), 41.

⁶ Reni Nuraeni and Muhammad Syahriar, "The Role of Social Media in Journalistic Tasks," *LISKI Journal* Vol.3, No. 1 (2017), 44.

name for this event is *semaine des Createurs du Mode*), the famous. The difference is that the models who enliven Citayam Fashion Week are teenagers from the Depok, Citayam and Bojonggede areas, buffer zones for Jakarta.(Dzulfarah.)Departing from this, Citayam Fashion Week was formed.

Reported by the VIVA.co.id news site, young people from the Citayam area who hang out in the Sudirman area of Jakarta accidentally created a phenomenon, namely Citayam Fashion Week (CFW).(Gloria.)The teenagers who come from Bojong Gede and Citayam use clothing as a way for them to communicate and express themselves. Outfits(Clothes.) What they wear usually has characteristics and is quite interesting. Many online users support the use of Citayam youth clothing as a form of self-expression. The viral Citayam Fashion Week has entered the international scene, it is known that this phenomenon has received attention from the Japanese fashion media. Through their Twitter social media account, Tokyo Fashion expressed their admiration for the street fashion action carried out by young people from Citayam. In their tweets they expressed their wish for Indonesia to promote it, perhaps by developing a social media platform for street snaps(Street shots or can be interpreted as photos on the street.) Citayam youth.

The Citayam Fashion Week phenomenon has a real impact on society. From a cultural point of view, the Citayam Fashion Week phenomenon fosters a new culture for society, especially for teenagers. The formation of the Citayam Fashion Week phenomenon which went viral some time ago has also indirectly become a forum for popularizing Indonesia in the international arena in the fashion sector, besides that the Citayam Fashion Week phenomenon is considered to have an impact on the economic sector, namely micro, small and medium enterprises or MSMEs. Regardless of all the things behind it, the Citayam Fashion Week event ultimately raises pros and cons, positive and negative in front of the public and certain circles. Citayam Fashion Week activities carried out by Citayam youth, Bojong Gede was also considered to disturb public order and disturb the comfort of the article because it was carried out in public facilities. The Citayam Fashion Week event is thought to have raised issues about LGBT (Lesbian, Gay, Bisexual and Transgender) campaigns among teenagers. LGBT activities are deviant activities, of course this is not in accordance with Islamic values, morals, national cultural values and the country's constitution.(Nashrullah,.)

In this study, the reason for choosing Republika.co.id media is because Republika.co.id is one of the most popular online news portals and the credibility of the news can be justified. Republika.co.id is also one of the media that spreads Islamic teachings through its news and is a news portal in which the Islamic side is highlighted compared to other news portals.⁷Unlike

⁷ Olyvia Hulda, "News Frame of the November 4 Phenomenon in Online Media Republika.co.id and Kompas.com," *Journal of E-Communication* Vol. 5, No. 2 (2017), 2.

Republika.co.id media, VIVA.co.id is one of the leading digital news portals in Indonesia. VIVANews.com is the number one news portal in the best online media in Effective Measure measurement and rating institutions and gets number two on Alexa.com.(About Us Page-Viva.)

The previous literature used by researchers is the first thesis written by Nurul Huda with the thesis title "Robert N Entman's Framing Model Analysis About Ratna Sarumpaet's Hoax Reporting on Detik.com Timeframe 3-31 October 2018".(Huda, 2019)Both journal articles were compiled by Wilda Hikmalia, Hafied Cangara and Umaimah Wahid with the journal title "Framing Analysis of Reporting of Sexual Violence against Women in Online Media".⁸Third, a journal article written by Intan Leliana, Herry, Panji Suratriadi, Edward Enrieco, with the journal article title "Robert Entmant's Framing Model Analysis of Reporting on the Juliari Batubara Social Assistance Corruption Case on Kompas.com and BBC Indonesia.Com."⁹Fourth, the thesis written by Rahman Selasdi with the thesis title "Robert N. Entman's Framing Analysis of Covid-19 Vaccination Reporting in Online Media Tribunpekanbaru.Com".(Selasdi, 2021)Fifth, a thesis written by Viky Ardianza with the title "Analysis of Detik.Com Framing in Adhan Reporting in Media France Agency France (AFP)".(Ardianza, 2022)

METHOD

In this study, researchers used a descriptive-comparative type of research and used a qualitative approach using the Robert N Entman framing analysis technique. The data collection technique used in this study is the documentation technique. In this case the researcher used several methods or steps to process the data used by the researcher, namely data classification, editing data, data interpretation.

RESULTS AND DISCUSSION

The general description of Republika.co.id online media is:Republika was originally a national newspaper or newspapers founded by the Muslim community in Indonesia. This publication is the end result of the long efforts of the community, especially young professional journalists who have taken various initiatives. The presence of the Indonesian Muslim Intellectuals Association or ICMI which was able to penetrate the government's strict restrictions on issuing permits at that time made these efforts bear fruit.(Anniversary Republika.co.id.)Republika daily gives a new color to newspapers in Indonesia regarding design,

⁸ Wilda Hikmalia, Hafied Cangara, and Umaimah Wahid, "Framing Analysis of Reporting of Sexual Violence against Women in Online Media," *Journal of Communication Realm* Vol. 6, No. 1 (2022).

⁹ Intan Leliana, Herry et al., "Robert Entmant's Framing Model Analysis of Reporting on the Juliari Batubara Social Assistance Corruption Case on Kompas.Com and BBC Indonesia.Com," *Journal of Humanities and Social* Vol. 21, No. 1 (March 2021).

expressive style and point of view. Republika started as a newspaper and then became Indonesia's Islamic news portal. It has created a new balanced information system. Republika publications serve the needs of society for the benefit of the nation and to spread benefits to the universe.(Editor-Republika.id.)

As for the early history of the establishment of Republika media, Republika was first released on January 4, 1993. Republika's release brought blessings to the people, previously public aspirations did not get a place in national debate or discourse. The existence of the media not only provides a way for the public to express opinions and aspirations, but also encourages the emergence of various sources of information in the community. As a result, the community enthusiastically donated their support by purchasing shares at the rate of one share per person. The first media company to go public(Going public is the process of selling company shares to the general public that were previously held by private shareholders. Going public is often referred to as an IPO (initial public offering).)is PT Abdi Bangsa TBK which publishes Republika. Initially Republika offered news services on the internet in 1995 with a domain name www.republika.co.id, this was the first online newspaper in Indonesia and was later named the Republika Online or ROL platform.(Anniversary Republika.co.id.)Republika online is also known as ROL which debuted online in early 1995 or about two years after the Republika newspaper was published. ROL content at that time was only limited to an exact replica of the newspapers seen in Republika publications. Republika's online publications are mainly created to serve international readers or readers who live in areas where print newspapers are not distributed. The next phase of ROL is gradually progressing in line with technical advances, especially in the field of information technology. The layout and selection of web services and news content has been expanded. ROL has undergone significant modifications since mid-2008, growing from a simple news site to a multimedia online news portal.(Anniversary Republika.co.id,)

Republika.co.id appears in society with a vision as an integrated and superior online media. The mission carried out is to build a moderate, intelligent and empowered Muslim community: to voice aspirations, ideas or opinions and the voice of the community for the establishment of a healthy and prosperous democracy, and to create sound and effective management.(Anniversary Republika.co.id.)

Next is an overview of online media VIVA.co.id, VIVA.co.id is an online news portal that is run under the auspices of PT. Viva Media Baru, a division of PT. Visi Media Asia Tbk is part of the Bakrie Media Group and is also known as VIVA in the stock market. VIVA Group is also the holding company for television media, namely ANTV and tvOne.¹⁰The accuracy and depth of

¹⁰ "About Us-Viva Page," [viva.co.id](https://www.viva.co.id/about), accessed March 3, 2023, <https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.viva.co.id/about>

news is prioritized in the delivery of information by the VIVA.co.id online news portal. VIVA.co.id always updates news by combining text, images, video and audio for 24 hours straight.(Sheila Dwi Andani, 2018)

The history of VIVA.c.id is that this online news portal was first introduced on December 17, 2008 in Jakarta under the name VIVAnews.com. The VIVA.co.id news and information website, which has the tagline "deep and reliable", immediately won the hearts of readers by displaying in-depth writing and presenting content with photos and infographics, even though at that time it was not yet mandatory for every news to be presented with pictures or photos. in most internet media. Even though it was just launched in 2009, the online media outlet VIVAnews.com quickly became well-known and outperformed several news portals in the existing leading online media. Known VIVAnews. com is the number one news portal in the best online media in the Effective Measure measurement and rating institution and gets number two on Alexa.com. After that, in 2012, VIVAnews.com changed to VIVA.co.id. It is hoped that this change in domain will make VIVA.co.id more than just a news site by adding user generated content (UGC) based content that is based on entertainment, lifestyle and related markets or marketplaces that are attractive to women. At that time several brands that were still in the same domain were introduced simultaneously, these brands included VIVAnews, VIVALife, VIVAbola, VIVAforum, VIVALog and VIVAsocio. id is more than just a news site by adding content based on user generated content (UGC) based on entertainment, lifestyle, and related markets or marketplaces that are attractive to women. At that time several brands that were still in the same domain were introduced simultaneously, these brands included VIVAnews, VIVALife, VIVAbola, VIVAforum, VIVALog and VIVAsocio. id is more than just a news site by adding content based on user generated content (UGC) based on entertainment, lifestyle, and related markets or marketplaces that are attractive to women. At that time several brands that were still in the same domain were introduced simultaneously, these brands included VIVAnews, VIVALife, VIVAbola, VIVAforum, VIVALog and VIVAsocio.(About Us Page-Viva.)The VIVA.co.id tagline and logo were changed to #1NEWSSTAINMENT in 2018. This is an effort to capture the interest of millennials and generation Z. This update will produce a more dynamic logo and a more weighty tagline for news and entertainment. In 2019, six new online media sites were launched apart from the VIVA.co.id portal, all of which are still managed by PT. VIVA New Media (VMB). Jagadangdut.com, 100kpj.com, intipseleb.com, vlix.id, VIVAnews.com, and sahijab.com are the six sites. After growing in number of readers, VIVAnews.com was reunited with VIVA.co.id in July 2020. Pages on VIVA.co.id are designed so that people can enjoy a variety of news.(About Us Page-Viva.)

us&ved=2ahUKEwj_r_4yEkb_9AhVTSWwGHW2ODtgQFnoECAgQAQ&usg=AOvVaw0uL7gRhMDDE4F5DsrjoG9O.

VIVA.co.id is present as a news portal in online media with a vision of investing in the future of the media industry and the nation of Indonesia through the provision of news, sports and lifestyle content which is disseminated through the convergence of television, internet and mobile platforms. VIVA.co.id's missions are:(About Us-Vision-Mission.)

- 1) Play an active role in Indonesia's economic growth.
- 2) Taking the momentum from the growth of data users and mobile phones in Indonesia.
- 3) Creating synergy and integration between owned services.
- 4) Ensuring sustainable profit and growth.
- 5) Providing a higher quality of life to stakeholders.

Furthermore, the news analyzed totaled fifteen news on the online media Republika.co.id and fifteen news on the online media VIVA.co.id, so that the total number of news analyzed by framing in this study was thirty news from the two online media. . The following is a table of news headlines analyzed from the two media:

Table 1. News Headlines in Online Media Republika.co.id and VIVA.co.id

Republika.co.id	VIVA.co.id
Citayam Youth Travel to Upper Duku, DKI Deputy Governor: To be honest, we are happy	The Citayam Fashion Week Viral Phenomenon on Social Media
The Sociologist's 'Citayam Fashion Week' Phenomenon: The Trend Doesn't Last Long	ABG Citayam Crowded Hanging Out in Duku Atas, Take Note of Metro Police Appeal!
Manparekraf Wants to Provide Fashion Expression Space for Teenagers.	SCBD Youth Viral Neglects Prokes, Central Jakarta Government Calls Satpol PP
Jakarta MRT Deploys Patrol Team in Upper Hamlet Along with the SCBD Phenomenon	Happy Denada Can See Citayam Fashion Week Community Live
SCBD Children Sleeping on Sidewalks, Deputy Governor: There Must Be a Curfew	Ridwan Kamil in action at Citayam Fashion Week, Warganet Kesemsem!
Ridwan Kamil Supports the Creativity of the SCBD Youth Phenomenon	Citayam Fashion Week, Central Jakarta City Government: Adhere to the Use of Zebra Crosses
DKI Provincial Government Restricts 'SCBD' Youth Activities Until 22.00 WIB	Starting Today, DKI Limits SCBD Youth Activities Until 22.00 WIB
The Mayor of Depok Denies There Are Citayam Young Children Playing in SCBD Jakarta	Central Jakarta Police Chief: Teenagers 'SCBD' Catwalk at Zebra Cross Violates Rules
The Kotak Band Raise Social Issues on Citayam Fashion Week	Visit SCBD Youth, Kak Seto: No Drugs, Cigarettes and Alcohol
DKI Pemprov Considers Citayam	Excitement at Citayam Fashion

Fashion Week Crowd Test Swab	Week, Farhat Abbas: Less work!
Police Investigate Illegal Parking Case at Citayam Fashion Week Dukuh Atas	Citayam Fashion Week Closed: Zebra Cross To Cross
Muhammadiyah Asks the Government to Anticipate Negative Impacts of Citayam Fashion Week	Garbage at the Citayam Fashion Week Location Translucent 1.5 Tons a Day
Deputy Governor of DKI Affirms Citayam Fashion Week is Still Permitted	Men Dressed as Women in CFW, Getting Ready to Be Transported to Social Institutions
Payakumbuh MUI Comments Regarding Head of Sub-District Style in Citayam Fashion Week	Islamic New Year Torch Parade at Citayam Fashion Week, Residents Reject LGBT
Bandung Regency Officials Participate in Citayam Fashion Week Fashion Show	Mayor of Payakumbuh Denies Dismissal of Camat Due to CFW-style Content

A). News Framing Related to the Citayam Fashion Week Phenomenon in Online Media **Republika.co.id** and **VIVA.co.id**

In this article, a number of three news items will be presented or shown in the online media **Republika.co.id** and **VIVA.co.id** which have been analyzed using the four framing elements of Robert N. Entmant, due to convenience for readers and for efficiency purposes.

1). **Republika.co.id**

- a) News 1 edition Monday, 11 July 2022 (Travel Citayam Youth to Dukuh Atas, Deputy Governor of DKI: To be honest, we are happy)

Table 2. Frame: Citayam Youth Travel to Dukuh Atas, DKI Deputy Governor: To be honest, we are happy

<i>Define Problems(Problem Definition)</i>	Citayam youth to Dukuh Atas showed Jakarta to be an attractive tourist destination.
<i>Diagnose Causes(Estimating the Cause of the Problem)</i>	The Deputy Governor of DKI Jakarta said he was happy because the area from Dukuh Atas became a tourist destination for SCBD youth (Sudirman, Citayam, Bojonggede and Depok). Riza said that he was grateful that the teenagers were playing in Dukuh Atas by taking the train, he thought this was

	something good.
<i>Make Moral Judgments(Making a Moral Decision)</i>	DKI Jakarta Deputy Governor Ahmad Riza Patria revealed that Jakarta has become an attractive tourist destination for people in the capital's buffer zones such as Bogor, Tangerang, Depok to Bekasi. <i>"That shows that Jakarta is indeed attractive to friends as a tourist spot," said Riza.</i>
<i>Treatment Recommendation(Emphasize Completion)</i>	Riza appreciated SCBD youth who appeared confidently wearing local clothing, but Riza also reminded anyone who visited the Dukuh Atas area to maintain cleanliness and order. <i>"This is indeed school holidays. So, we welcome anyone who visits, travels, plays in Jakarta. Let's keep it clean and tidy," said Riza.</i>

1) Framing Element Analysis Define Problems

If viewed through the Define Problem element, the definition of the problem carried out by Republika.co.id media is to explain that the city of Jakarta is an attractive tourist destination. In this aspect, Republika.co.id highlights that Citayam teenagers play in Jakarta because the city of Jakarta is a city that has interesting tourist destinations to visit, so that indirectly Republika.co.id wants its readers to know that the city of Jakarta is a beautiful city. Interesting as evidenced by Citayam's teenagers who choose to play in Jakarta.

2) Framing Element Analysis Diagnose Causes

In this element, Republika.co.id tries to mention the origin or source of the problem in the news, namely the Deputy Governor of DKI Jakarta, Ahmad Riza Patria, who admits that he is happy and grateful that Citayam's

teenagers are playing in Dukuh Atas, Jakarta. This shows that Republika.co.id wants to inform that the source of the problem in this news is the Dukuh Atas area, Jakarta is a place that has attractive tourist destinations, this statement is supported by a statement from the Deputy Governor of DKI Jakarta himself.

3) Framing Element Analysis Make Moral Judgment

The moral value shown in this news is that Republika.co.id tries to explain that according to the Deputy Governor of DKI Jakarta, the city of Jakarta has attractive tourist destinations for people in the Bogor, Tangerang, Depok to Bekasi areas. This shows that Jakarta is a city with attractive tourist destinations so that these people visit the city of Jakarta. This statement was also supported by the statement from the Walgub DKI Ahmad Riza Patria "That shows that Jakarta is indeed attractive to friends as a tourist spot,".

4) Framing Treatment Recommendation Element Analysis

The suggestions or solutions offered by Republika.co.id to overcome the problems in the news are Republika.co.id showing that the Deputy Governor of DKI appreciates and welcomes SCBD teenagers (Sudirman, Citayam, Bojonggede and Depok) to appear on the catwalk wearing local clothing, but on the other hand the Deputy Governor of DKI also appealed and invited visitors to Dukuh Atas to maintain cleanliness and order. This was also reinforced by the statement from the Deputy Governor of DKI, "This is indeed the time for school children's holidays. So, we welcome anyone who visits, travels, plays in Jakarta. Let's keep it clean and tidy."

b) News 2 edition of Friday 15 July 2022 (Sociologist's 'Citayam Fashion Week' Phenomenon: The Trend Doesn't Last Long)

Table 3. Frame: Phenomenon of 'Citayam Fashion Week' Sociologist: Trends don't last long

<p>Define Problems(Problem Definition)</p>	<p>Sociologist from the National University, Nia Elvina revealed that teenagers who gather in the Central Jakarta area, precisely on Jalan Jendral Sudirman, who express themselves as Citayam Fashion Week, will not last</p>
---	--

	long.
Diagnose Causes(Estimating the Cause of the Problem)	<p>Nia Elvina said that the formation of the Citayam Fashion Week phenomenon was a reflection of popular culture, or in other words, a lowly culture, which means that this culture appears and eventually goes away, so it won't last for a long time.</p> <p>"I think this phenomenon is a reflection of popular culture or in other words low culture because culture appears and goes, so it doesn't last long," explained Nia.</p>
Make Moral Judgments(Making a Moral Decision)	<p>According to Nia Elvina, the challenge for the younger generation in the future is to enter all fields, from social, economic to science, so that the younger generation must prepare themselves and be more selective in choosing activities to be occupied.</p> <p><i>"Recent research has shown that the current generation in the world, including Indonesia, is less competent in science than the previous generation. So today's young generation must be more selective in choosing these events or events," he said.</i></p>

<p style="text-align: center;"><i>Treatment Recommendation(Emphasize Completion)</i></p>	<p>Because the Citayam Fashion Week phenomenon is a culture that just comes and will also go away with time it won't be long, Nia Elvina suggests that the younger generation be given alternatives to develop their talents and interests in a higher quality direction, bearing in mind that the challenges ahead for young people are the teenager will be bigger.</p> <p>Furthermore, regarding Roy Citayam who refused a scholarship from the Minister of Tourism and Creative Economy or Manparekraf, Nia responded that these teenagers needed a continuous education, Nia suggested that various parties work together to guide these teenagers to even better interests.</p> <p><i>"Educating requires a process, so it can't be done right away. Just synergize it with the Social Service for scholarship programs or handling them," he said.</i></p>
---	---

1) Framing Element Analysis Define Problems

In this aspect, Republika.co.id explains that the definition of the problem is by highlighting a statement from the Sociologist from the National University, Nia Elvina, about the Citayam Fashion Week

phenomenon carried out by teenagers in the Jalan Jenderal Sudirman area, Dukuh Atas, which will not last for a long time. Republika.co.id here would like to inform you that the Citayam Fashion Week phenomenon will not last long, this is also reinforced by the statement of a sociologist from the National University.

2) Framing Element Analysis Diagnose Causes

In this element aspect Republika.co.id states that the source of the problem and the cause of the problem is by mentioning and explaining the statement from the Sociologist of Merdeka University, Nia Elvina who explained that Citayam Fashion Week is a lowly culture so from this the phenomenon will not survive with long period of time. This was also reinforced by an explanation from Nia Elvina namely "I think this phenomenon is a reflection of popular culture or in other words low culture because culture appears and goes, so it doesn't last long,"

3) Framing Element Analysis Make Moral Judgment

The moral value shown by Republika.co.id in this news is to explain and describe related to the statement from Nia Elvina which views that in the future the challenges for teenagers will be even greater, therefore Nia hopes that teenagers will be more selective in sorting out and choosing activities that will in his diligence.

4) Framing Treatment Recommendation Element Analysis

The solution that Republika.co.id offers in this news is to mention Nia Elvina's statement and suggestion, that is, she provides suggestions for alternative interests and talents for teenagers in a higher quality direction. Second point, Nia also provides comments regarding Roy Citayam's teenager. Some time ago, the Minister of Tourism and Creative Economy (Manparekraf) offered a scholarship, but he refused. According to Nia, teenagers need to be educated on an ongoing basis. Nia also hopes that all parties will synergize to work together to point these teenagers towards higher quality interests. This was also reinforced by Nia's statement that "Educating requires a process, so it can't be done right away. Just synergize with the Social Service for scholarship programs or handling them,".

c) News 3 edition 18 July 2022 (Manparekraf Wants to Provide Space for Fashion Expression for Teenagers)

Table4. Frame: Manparekraf Wants to Provide Fashion Expression Space for Teenagers.

<p align="center"><i>Define Problems(Problem Definition)</i></p>	<p>Sandiaga Salahuddin Uno, as Minister of Tourism and Creative Economy (Manparekraf), expressed his desire to provide a space for fashion expression for teenagers.</p>
<p align="center"><i>Diagnose Causes(Estimating the Cause of the Problem)</i></p>	<p>Sandiaga Salahuddin Uno stated that his desire to provide a fashion space for youth was following the Citayam Fashion Week phenomenon in the Dukuh Atas area of Jakarta, to be precise, on Jalan Jenderal Sudirman.</p>
<p align="center"><i>Make Moral Judgments(Making a Moral Decision)</i></p>	<p>Sandiaga said that the Citayam Fashion Week (CFW) phenomenon through its uniqueness will make it an event for fashion promotion as well as tourism. He expressed his wish that Citayam youth could have a supportive effect and encourage the promotion of micro, small and medium enterprise products or MSMEs.</p> <p><i>"It's getting more and more interesting every day because there's so much we can explore and many are unique. They can also become trendsetters for fashion," he said.</i></p>

<i>Treatment Recommendation(Emphasize Completion)</i>	<p>Sandiaga said that the ministry had offered scholarships for youth running Citayam Fashion Week who were considered to have supported the development of tourism businesses and the creative industry. He also appreciated these teenagers coming up with some creative ideas so they could move MSMEs.</p> <p><i>"In addition to scholarships, what we offer them is to create quality content. We want one day they can go global, "he added.</i></p>
--	--

1) Framing Element Analysis Define Problems

In this aspect, Republika.co.id explains that regarding the definition of the problem in the news, it is by highlighting the statement from Sandiaga Uno's desire as the Minister of Tourism and Creative Economy (Manparekraf) that he wants to provide space for expression, especially fashion for teenagers.

2) Framing Element Analysis Diagnose Causes

In this aspect Republika.co.id tries to show the problems and causes of problems in the news by showing that Sandiaga Uno wants to create a space for fashion expression for teenagers, this is motivated by the emergence of the Citayam Fashion Week phenomenon in Dukuh Atas, Jakarta.

3) Framing Element Analysis Make Moral Judgment

The moral value provided by Republika.co.id in this report is to mention and explain the statement from the Minister of Tourism and Creative Economy Sandiaga Uno that the Citayam Fashion Week phenomenon and its uniqueness will boost the promotion of fashion and tourism, besides that Sandiaga Uno also hopes to Citayam youth to have an effect on encouraging the promotion of MSMEs. This is reinforced by Sandiaga Uno's statement namely "It's getting more and more interesting

every day because there's so much we can explore and there's a lot that's unique. They can also become trendsetters for fashion,".

4) Framing Treatment Recommendation Element Analysis

The solution or suggestion for overcoming the problem that Republika.co.id offers in this news is to show a statement that according to Sandiaga Uno the Ministry has offered scholarships for teenagers who are considered to have participated in supporting tourism businesses and the creative economy and giving appreciation to these teenagers because of their creative ideas that are able to move MSMEs. This is reinforced by Sandiaga Uno's statement, namely "Apart from scholarships, what we offer them is to create quality content. We want one day they can be worldwide, ".

2) VIVA.co.id

a) News 1 Edition Thursday, 7 July 2022 (Citayam Fashion Week Viral Phenomenon on Social Media)

Table4. Frame: The Citayam Fashion Week Viral Phenomenon on Social Media

<i>Define Problems(Problem Definition)</i>	Recently, young people from Citayam have been widely discussed in cyberspace.
<i>Diagnose Causes(Estimating the Cause of the Problem)</i>	The Sudirman area, especially the Dukuh Atas area, is a place for teenagers from Bojong and Citayam to express themselves through the outfits they wear. The outfits they wear are distinctive and very attractive.
<i>Make Moral Judgments(Making a Moral Decision)</i>	DKI Jakarta Governor Anies Baswedan is also pleased because one of the areas in Jakarta has become popular among

	teenagers, especially those from Citayam.
<i>Treatment Recommendation(Emphasize Completion)</i>	Many netizens support the way the Citayam teenagers express themselves with their outfits. Even Citayam Fashion Week is considered to have the potential to produce popular culture such as the Harajuku Style

1) Framing Element Analysis Define Problems

In this aspect, VIVA.co.id tries to show the definition of the problem by writing that lately, teenagers who come from Citayam have been discussing and discussing it in cyberspace or social media. This shows that VIVA.co.id wants to inform that Citayam's teenagers have recently gone viral on social media.

2) Framing Element Analysis Diagnose Causes

In this aspect, VIVA.co.id tries to show the cause and source of the problem by writing that in the Sudirman area, to be precise, Dukuh Atas is a place where teenagers from Bojong and Citayam carry out activities in the form of activities that express themselves through unique outfits or clothing. very interesting. VIVA.co.id in this case seems to want to show what made Citayam and Bojong's teenagers go viral some time ago.

3) Element Analysis of Framing Make Moral Judgment

In this aspect VIVA.co.id tries to present moral values by writing and highlighting a statement from Anies Baswedan as the Governor of DKI Jakarta who is happy because one of the areas in Jakarta has become popular among teenagers, especially teenagers from Citayam.

4) Framing Treatment Recommendation Element Analysis

In this aspect VIVA.co.id tries to show a solution or problem solving by writing that many netizens support young people from Citayam expressing themselves through the clothes or outfits they

wear, besides that Citayam Fashion Week is also predicted to be able to generate potential popular culture such as Harajuku style.

- b) News 2 Saturday, 9 July 2022 Edition (ABG Citayam Crowded Hanging Out in Dukuh Atas, Take Note of Metro Police Appeal!)

Table 5. Frame: ABG Citayam Crowded Hanging Out in Dukuh Atas, Take Note of the Metro Police's Appeal!

<p><i>Define Problems(Problem Definition)</i></p>	<p>The Greater Jakarta Metropolitan Police has highlighted the phenomenon of teenagers from Citayam, West Java, who are busy hanging out and relaxing in the Dukuh Atas area, Central Jakarta.</p>
<p><i>Diagnose Causes(Estimating the Cause of the Problem)</i></p>	<p>Previously it was reported that young people from Citayam, West Java, who were busy hanging out and relaxing in the Dukuh Atas area, Central Jakarta, would be disbanded by the police if they hung out until past 22.00 WIB.</p>
<p><i>Make Moral Judgments(Making a Moral Decision)</i></p>	<p>Deputy Governor of DKI Jakarta Ahmad Riza Patria revealed that during this school holiday season, many residents came to Jakarta. Including residents of Citayam, West Java, who are busy hanging out and relaxing in the Dukuh Atas Jakarta area.</p>
<p><i>Treatment Recommendation(Emphasize</i></p>	<p>The police advised not to crowd when there.</p>

Completion)	<p>Because, until now the COVID-19 pandemic is still happening. Moreover, recently the positive number of COVID-19 in the Capital City has increased, so the police asked not to gather in the area in large numbers.</p> <p>The former Head of Public Relations of the South Sulawesi Regional Police said that what 'Bonge cs' did there could not be questioned. Endra only reminded them not to riot and also reminded them not to hang out until 22.00 WIB. If they do, they will be disbanded.</p>
--------------------	--

1) Framing Element Analysis Define Problems

In this aspect, VIVA.co.id tries to show the Define Problems element or defines the problem by writing that the Jakarta Regional Police has also highlighted the presence of teenagers hanging out in the Dukuh Atas area, Central Jakarta, who come from Citayam, West Java.

2) Framing Element Analysis Diagnose Causes

In this aspect VIVA.co.id tries to show the cause and source of the problem by writing that previously it was reported that teenagers from Citayam, West Java, who were busy relaxing in Dukuh Atas, Central Jakarta, would be disbanded by the police if they were in that place for more than from 22.00 pm.

3) Element Analysis of Framing Make Moral Judgment

The moral value presented by VIVA.co.id is by writing and highlighting the statement from the Deputy Governor of DKI Jakarta,

Ahmad Riza Patria that at that time it was a school holiday so many children were hanging out and relaxing in the Dukuh Atas area, Central Jakarta. This identified that it seemed as if VIVA.co.id wanted to inform that Dukuh Atas was full of teenagers hanging out because of school holidays.

4) Framing Treatment Recommendation Element Analysis

In this aspect VIVA.co.id tries to show a solution to the problems that occur or offers a solution to the problem by writing in two points, the first point VIVA.co.id writes that the police urge them not to crowd in the Dukuh Atas area, bearing in mind that the Covid-19 pandemic is not over. The second point VIVA.co.id writes and highlights a statement from the former Head of Public Relations of the South Sulawesi Regional Police which states that actually the activities carried out by the teenagers of Bonge cs are not a problem in the Dukuh Atas area, but Endra as the former Head of Public Relations of the South Sulawesi Regional Police remind the teenagers not to riot and go home later than 22.00 at night, if this advice is not heeded then the activities they are doing will be disbanded.

- c) News 3 Edition Monday, 18 July 2022 (SCBD Youth Viral Neglects Prokes, Central Jakarta Government Will Call Satpol PP)

Table6. Frame : SCBD Youth Viral Neglects Prokes, Central Jakarta Government Will Call Satpol PP

<p><i>Define Problems(Problem Definition)</i></p>	<p>Viral on social media a crowd of SCBD teenagers (Sudirman, Citayam, Bojonggede, Depok) who were negligent and not disciplined about health protocols while hanging out in the Dukuh Atas area, Central Jakarta.</p>
<p><i>Diagnose Causes(Estimating the Cause of the Problem)</i></p>	<p>As previously reported, the Central Jakarta Metro Police confirmed that they would take action against teenagers who were</p>

	determined to hang out in Dukuh Atas, Central Jakarta after 22.00 WIB.
<i>Make Moral Judgments(Making a Moral Decision)</i>	Irwandi stated that his party plans to summon the relevant Satpol PP to take steps against teenagers who violate health protocols in the Dukuh Atas area. This is because the area is an open space that is prone to the spread of the COVID-19 virus.
<i>Treatment Recommendation(Emphasize Completion)</i>	Highlighting the viral trend of SCBD teenagers neglecting health protocols, the Central Jakarta City Government (Pemkot) requested that the Central Jakarta Civil Service Police Unit (Satpol PP) increase supervision of these teenagers.

1) Framing Element Analysis Define Problems

In this aspect, VIVA.co.id tries to show the Define Problems element or definition of the problem by writing that SCBD teenagers are hanging out and relaxing in the Dukuh Atas area who are considered to have violated health protocols and are not disciplined viral on social media.

2) Framing Element Analysis Diagnose Causes

In this aspect VIVA.co.id tries to show the cause and source of the problem which is becoming a controversy by writing that previously in the news the Central Jakarta Metro Police will take firm

action against teenagers who hang out in the Dukuh Atas area, Central Jakarta who hang out more than 22.00 Evening.

3) Element Analysis of Framing Make Moral Judgment

The moral value presented by VIVA.co.id in this report is to write and highlight that Irwandi's party plans to summon or deploy Satpol PP officers. Dukuh Atas, it is known that this area is a public area that is prone to transmission of the Covid-19 virus. This shows that VIVA.co.id seems to be providing information that SCBD children's activities tend to have a bad impact as evidenced by the fact that the Covid-19 pandemic has not yet ended, but these activities are still ongoing, until finally the government and police went into the field to secure security. the area in order to tackle the transmission of the Covid-19 virus due to crowds.

4) Framing Treatment Recommendation Element Analysis

In this aspect, VIVA.co.id tries to show a resolution to a controversial problem or provide a solution by writing that the Central Jakarta Municipal Government has appealed to the Central Jakarta Satpol PP to increase supervision of SCBD youth and their activities which are considered to have violated health protocols due to crowds.

B. Comparison between Republika.co.id and VIVA.co.id

Regarding news content, Republika.co.id tends to repeat news with different headlines, but in substance or content it still has the same meaning. With regard to sources, the reporting on Republika.co.id analyzed by researchers tends to use the same sources in every report regarding the Citayam Fashion Week phenomenon, namely office holders in the DKI Jakarta area, for example the police, DKI Jakarta Provincial Government, Governor and Deputy Governor of the DKI area Jakarta and not infrequently the Governor of West Java also uses sources and perspectives or views from academics such as professors and lecturers. Offending the source of the news, Republika.co. id tends to use and write down and even repeat the opinion or point of view of Ahmad Riza Patria as Deputy Governor of DKI Jakarta which after further research by researchers, Ahmad Riza Patria is a child of the chairman of the MUI (Indonesian Ulema Council) to be precise in the field halal products namely Drs. KH Amidhan Shaberah. Regarding news content, VIVA.co.id tends to report on the Citayam Fashion Week phenomenon with concise and detailed news content. In terms of taking news sources, VIVA.co.id tends to use a variety of sources and not only use

sources from office holders in the DKI Jakarta area and many also use the perspective of artists or entertainers. Ahmad Riza Patria is the son of the chairman of the MUI (Indonesian Ulema Council), to be precise, in the field of halal products, namely Drs. KH Amidhan Shaberah. Regarding news content, VIVA.co.id tends to report on the Citayam Fashion Week phenomenon with concise and detailed news content. In terms of taking news sources, VIVA.co.id tends to use a variety of sources and not only use sources from office holders in the DKI Jakarta area and many also use the perspective of artists or entertainers. Ahmad Riza Patria is the son of the chairman of the MUI (Indonesian Ulema Council), to be precise, in the field of halal products, namely Drs. KH Amidhan Shaberah. Regarding news content, VIVA.co.id tends to report on the Citayam Fashion Week phenomenon with concise and detailed news content. In terms of taking news sources, VIVA.co.id tends to use a variety of sources and not only use sources from office holders in the DKI Jakarta area and many also use the perspective of artists or entertainers.

CONCLUSION

In the Define Problems, Diagnose Causes, Make Moral Judgment, Treatment Recommendation elements, Republika.co.id tends to write down and highlight the statements and actions of sources from Republika.co.id itself. Whereas in the Define Problems, Diagnose Causes, Make Moral Judgment, Treatment Recommendation elements, VIVA.co.id tends to write down and highlight news related to the Citayam Fashion Week phenomenon with news that is against this phenomenon. Comparison of news framing from the two media, namely Republika.co.id and VIVA.co.id when viewed through news authorship, Republika.co.id tends to repeat news with different headlines but in substance or content it still has the same meaning or purpose. the same, while on VIVA.co media.

REFERENCES

- Abdullah, MQ Theory of Mass Media Communication [Repository.iainpare.ac.id]. Retrieved 8 February 2023, from <http://repository.iainpare.ac.id>> ...PDF MASS MEDIA COMMUNICATION THEORY - Repository IAIN PAREPARE
- A special fashion event held in the city of Paris, France twice a year, while the official French name for this event is semaine des Createurs du Mode.* . Retrieved 2 February 2023, from <https://www.whatparis.com/paris-fashion-week.html>
- Republika.co.id Anniversary.* [Republika.co.id]. Retrieved February 25, 2023, from <https://www.republika.co.id> > page Anniversary Republika.co.id
- Ardianza, V. (2022). Analysis of Detik.Com Framing in Adhan Reporting in French Media Agency France (AFP) [Thesis]. State Islamic Religious Institute.
- Dzulfarah, A. naufal. Citayam Fashion Week: Originally a Place for Commoners to Hang Out, Now “Contested” by the Rich [Kompas.com]. Retrieved September 23, 2022, from <https://www.kompas.com>
- Gloria, N. Excitement at Citayam Fashion Week, Farhat Abbas: Less work! [Viva.co.id]. Retrieved January 29, 2022, from <https://www.viva.co.id>
- Going public is the process of selling company shares to the general public which were previously held by private shareholders. Going public is often also called an IPO (initial public offering)..* [Bareksa.com]. Retrieved 25 February 2023, from <https://www.bareksa.com/kamus/g/go-public>
- Habibie, DK (2018). Dual Function Mass Media. Journal of Communication Studies, 7(2), 79.
- About Us Page-Viva.* [Viva.co.id]. Retrieved March 3, 2023, from https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.viva.co.id/about-kami&ved=2ahUKEwj_r4yEkb_9AhVTSWwGHW20DtgQFnoECAgQAQ&usg=AOvVaw0uL7gRhMDDE4F5DsrjoG90
- Hikmalia, W., Cangara, H., & Wahid, U. (2022). Framing Analysis of Reporting of Sexual Violence against Women in Online Media. Journal of Communication Realm, 6(1).
- Huda, N. (2019). Robert N Entmant's Framing Model Analysis of Ratna Sarumpet Hoax Reporting on Detik.com Timeframe 3-31 October 2018 [Thesis]. State Islamic University.
- Hulda, O. (2017). News Frame of the November 4 Phenomenon in Online Media Republika.co.id and Kompas.com. Journal of E-Communication, 5(2), 2.
- Ido, HP (2021). Mass communication. CV. Publisher Qiara Media.
- Street shots or can be interpreted photos on the street.* Retrieved February 2, 2023, from <https://translate.google.co.id/?hl=id%sl=en&tl=id&text=street%20snap&op=translate>

- Khotimah, K. (2018). The Position And Role Of The Media In Community Life. *Tasamuh Journal*, 16(1), 121.
- Kriyantono, R. (2013). *Portrait of Mass Media in Indonesia*. UB Press.
- Leliana, I, Suratradi, P., Erico, E., & Herry. (2021). Robert Entmant's Framing Model Analysis of Reporting on the Juliari Batubara Social Assistance Corruption Case on Kompas.Com and BBC Indonesia.Com. *Humanities and Social Journal*, 21(1).
- Nashrullah, N. Citam Fashion Week's LGBT Campaign Highlights the MUI Art and Culture Institute [Republika.co.id]. Retrieved September 23, 2022, from <https://m.republika.co.id>
- Nuraeni, R., & Syahriar, M. (2017). The Role of Social Media in Journalistic Tasks. *Journal of LISKI*, 3(1), 44.
- Clothes*. Retrieved February 2, 2023, from <https://translate.google.co.id/?hl=id&sl=en&tl=id&text=outfit&top=translate>
- Editor-Republica.id*. (yyyy). [Republica.id]. Retrieved February 25, 2023, from <https://republika.id › pages › about Editor - Republika.id>
- Respati, W. (2014). Mass Media Transformation Towards Information Society Era in Indonesia. *Journal of HUMANIORA*, 5(1), 41.
- Selasdi, R. (2021). Framing Analysis by Robert N. Entmant Reporting on Covid-19 Vaccination in Online Media *Tribunpekanbaru.Com*. Riau Islamic University.
- Sheila Dwi Andani. (2018). Marketing Strategy Analysis at VIVA.co.id (Study of Media Economic Studies in Marketing Perspectives at VIVA.co.id) [Thesis]. Brawijaya University.
- About Us-Vision-Mission*. [Vivagroup.co.id]. Retrieved March 3, 2023, from <https://id.vivagroup.co.id/about-us/visi-misi/>